

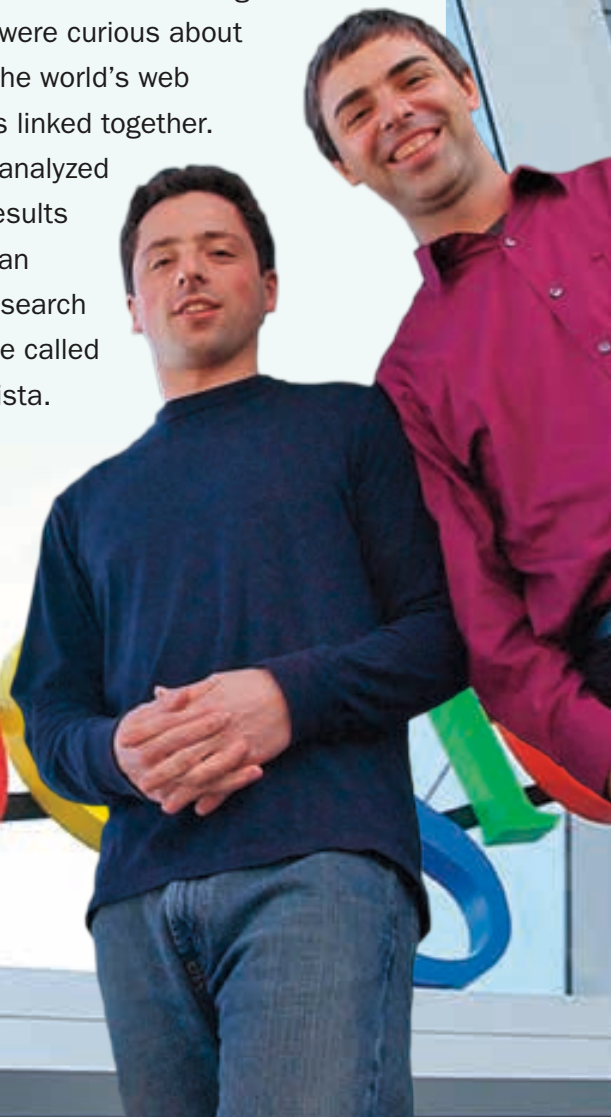
GOOGLE BECOMES A VERB

In the early days of the World Wide Web, most search engines only looked for web pages with the most keywords. This did not always give the user the best results. Often, the results were not helpful.

Google founders Sergey Brin (left) and Larry Page

In 1996, two Stanford University students,

Sergey Brin and Larry Page, wanted to find a better way to search the web. They started a research project that would become Google. They were curious about how the world's web pages linked together. They analyzed the results from an early search engine called AltaVista.



Google has had a significant impact on how people search online.



Its results listed the links between pages. Brin and Page noticed important pages had more links from other pages. If many people writing about cars linked one web page, that page must be more important than others. Brin and Page developed a system to rank web pages on their importance. They realized they could write a better search engine based on this page rank. Brin and Page founded Google in a friend's garage in 1998. By December of that year, *PC Magazine* called Google the top search engine of 1998.

Over the years, Google has expanded searching to include images, books, videos, and even places on Earth. In 2006, the Oxford English Dictionary added "to google" to the dictionary. The verb means to look for information on something

or someone using Google. In some dictionaries, "to google" means to simply search for something on the Internet.

1.2 trillion

Estimated number of Google searches users performed in 2012.

- Sergey Brin and Larry Page met at Stanford University.
- They figured out a way to search the web based on the importance of the page.
- Brin and Page founded Google in a friend's garage in 1998.
- "To google" has come to mean "to search the web."